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Publisher:

Haymarket Media GmbH
Frankfurter Str. 3d
38122 Braunschweig
P.O. Box 8364
38133 Braunschweig
Tel.: +49 531 38004-0
Fax: +49 531 38004-25
Email: info@haymarket.de
Internet: www.haymarket.de

Bank information:

Deutsche Bank AG Braunschweig
IBAN DE32 2707 0030 0261 1903 00
BIC DEUTDE2H270

Terms of payment:

Within 14 days after receipt of the invoice.
For advance payment, 3% discount.
For payment within 8 days after receipt
of invoice or direct debit, 2% discount.
Usual fees will apply for delayed payment.

Your contact:

Content:

Christian Mannsbart, responsible
Tel.: +49 531 38004-54
Fax: +49 531 38004-40
Email: red.online@haymarket.de

Preparation:

Christiane Potratz
Tel.: +49 531 38004-38
Fax: +49 531 38004-43
Email: anzeigendispo@haymarket.de

We advise you on the optimal placement of your
online / newsletter advertising or cross-media advertising!



Irena Nadel

Media consulting,
advertisements and job market
Tel. +49 531 38004-57
Fax +49 531 38004-43
irena.nadel@haymarket.de



Florian Voßhage

Media consulting, TASPO GaLaBauReport
Tel. +49 531 38004-33
Fax +49 531 38004-43
florian.vosshage@haymarket.de



Roland Vieweg

Media consulting, TASPO GartenMarkt
Tel. +49 531 38004-817
Fax +49 531 38004-43
roland.vieweg@haymarket.de



Jacob Krakow

Media consulting, TASPO GaLaBauReport
Tel. +49 531 38004-32
Fax +49 531 38004-43
jacob.krakow@haymarket.de

Online advertising start page/home | www.taspo.de



Superbanner left/right

Format: 728x90px
Price/week: EUR 420.00

Wide Skyscraper left/right

Format: 160x600px
Price/week: EUR 540.00

Skyscraper left/right

Format: 120x600px
Price/week: EUR 420.00

Medium Rectangle

Format: 300x250px
Price/week: EUR 300.00

Special format

Format: 640x180px
Price/week: EUR 300.00

Text box ad (New)

Price/week: EUR 250.00

Pictures and texts please deliver separately!

Image size: 244x162px
Headline: max. 50 characters (including spaces)
Text: max. 240 characters (including spaces) + destination link



Wallpaper

Formats: 728x90px + 160x600px
Price/week: EUR 660.00

▶ Visits **28.808/month**
 ▶ Page Impressionen **54.385/month**
 Source: Google Analytics, 01/08/16 - 31/07/2017

We would be happy to design your online advertisement. Price on request!

(Technical info page 06)

Online advertising subpage

Medium Rectangle

Format: 300x250px
Price/week: EUR 175.00



▶ Visits **28.808/month**
 ▶ Page Impressionen **54.385/month**
 Source: Google Analytics, 01/08/16 - 31/07/2017

We would be happy to design your online advertisement. Price on request!

(Technical info page 06)

TASPO newsletter advertising



Publication details: Twice a week

Number of newsletter recipients:
> 3,450 (as of 09/2017)

Skyscraper top

Format: 120x600px
Price/ mailing: EUR 200.00

The delivered data must be in the booked format!

Data formats for newsletter advertising:
JPEG or GIF (max. 30 KB)

Content Ad 1

Format: 300x250px
Price/ mailing: EUR 300.00

Skyscraper bottom

Format: 120x600px
Price/ mailing: EUR 150.00

Content Ad 2

Format: 300x250px
Price/ mailing: EUR 250.00

>> A little more? Take advantage of the synergies of cross-media product campaigns. Please contact us, we would be happy to help you! <<

>> DIGITAL <<



>> NEWSLETTER <<



>> PRINT <<



>> Expand your advertising campaign on our other trade journals. Ask about our attractive combination discounts! <<



www.taspo.gartendesign.de



www.baumzeitung.de



www.deutschebaumschule.de



www.gaertnerboerse.de



www.friedhofskultur.de



www.gundv.de

www.taspo.de

>> Play it safe! We want your campaign to be implemented perfectly, so please observe our requirements for your advertisement materials! <<

Technical advice:

Formats for online advertising:

All data for online advertising may be delivered as JPG, GIF, PNG oder HTML/script tag and may not exceed a data volume of 40 KB per advertisement.

Formats for newsletter advertising:

JPG or GIF (file size max. 30 KB). Please send data to anzeigendispo@haymarket.de.

Delivery:

The sender is responsible for the timely delivery (advertising deadline) of the data. The publisher assumes no responsibility if the publication of the advertisement is not possible due to failure to comply with the requirements or other reasons. Please submit data for online banner advertisement 5 working days before agreed date for publication.

Contact:

For all technical questions, please contact the media office on +49 531 38004-38/-26 or at anzeigendispo@haymarket.de.

Terms & conditions

- ▶ Online advertisement

